

Amendments to the Specification:

Please replace the paragraph on page 11 beginning at line 7 with the following amended paragraph:

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Figures 1A and 1B are functional block diagrams of the business process of this invention;

Please replace the paragraph on page 11 beginning at line 10 with the following amended paragraph:

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Figures 2Aa, 2Ab, 2Ba and 2Bb show examples of segmentation of the automotive market;